CLAIMS

1.   A structure for providing customized web pages, comprising:

a server computer including a sever program configured to receive a call from a client computer, the server computer including a memory configured to store a plurality of logic components available for selection by identified users and to store information regarding a plurality of identified users;

a selection procedure resident on the server computer configured to receive instructions from each identified user regarding a selection of the available logic components and to create a record associating the identified user and selected logic components; and

an assembly procedure resident on the server computer configured to associate the call with an identified user and to provide information to the server program to assemble a web page customized for each identified user in response to the call.

2.   The structure of claim 1, wherein:

the server computer is configured to access a database containing information necessary for at least one of the selected logic components for at least one identified user.

3.   The structure of claim 1, wherein:

the server computer is configured to access a plurality of databases containing information necessary for a plurality of the selected logic components for a plurality of identified users.

4.   The structure of claim 1, wherein:

the selection procedure stores a profile for each identified user, where the profile includes the selected logic components.

5.   A method of constructing customized web pages using a server, comprising:

receiving instructions from each identified user regarding a selection of the available logic components and creating a record associating the identified user and selected logic components;

receiving a call from a client computer, the server computer including a memory configured to store a plurality of logic components available for selection by identified users and to store information regarding a plurality of identified users; and

associating the call with an identified user and to provide information to the server program to assemble a web page customized for each identified user in response to the call.

6.   The method of claim 5, wherein:

the associating step includes the step of accessing a database containing information necessary for at least one of the selected logic components for at least one identified user.

7.   The method of claim 5, wherein:

the associating step includes the step of accessing a plurality of databases containing information necessary for a plurality of the selected logic components for a plurality of identified users.

8.   The method of claim 5, wherein:

the step of receiving instructions from each identified user regarding a selection of the available logic components and creating a record associating the identified user and selected logic components includes the step of storing a profile for each identified user, where the profile includes the selected logic components.

9.   An article of manufacture for constructing customized web pages using a server having a memory, comprising:

a sever program configured to receive a call from a client computer, the server program including the ability to store in memory a plurality of logic components available for selection by identified users and to store information regarding a plurality of identified users;

a selection procedure configured to receive instructions from each identified user regarding a selection of the available logic components and to create a record associating the identified user and selected logic components; and

an assembly procedure configured to associate the call with an identified user and to provide information to the server program to assemble a web page customized for each identified user in response to the call.

10.   The article of claim 9, wherein:

the assembly procedure is configured to access a database containing information necessary for at least one of the selected logic components for at least one identified user.

11.   The article of claim 9, wherein:

the assembly procedure is configured to access a plurality of databases containing information necessary for a plurality of the selected logic components for a plurality of identified users.

12.   The article of claim 9, wherein:

the selection procedure is configured to store a profile for each identified user, where the profile includes the selected logic components.